I am pleased to inform you about an exciting new public-private initiative called Text4Baby. Please disseminate this information through your local networks and community action agencies.

Led by the National Healthy Mothers and Healthy Babies Coalition, in partnership with the US Department of Health and Human Services and the Administration for Children and Families, Text4Baby is a mobile health information service that will provide free, health-related text messages to pregnant women and new mothers who voluntarily enroll in the service. Brief text messages will be sent to new and expectant mothers three times per week to inform them on widely accepted and highly vetted scientific guidelines to promote healthy births, especially among traditionally underserved populations.

The Administration for Children and Families is working collaboratively with the White House Office of Science and Technology, CTIA Wireless Foundation, Johnson and Johnson and other public and private partners on this project. To make it fully successful, we need your help in spreading the word about Text4Baby to your constituencies, partner programs, community stakeholders, and all the mothers and families served by your network.

The National Healthy Mothers and Healthy Babies Coalition in partnership with ACF will sponsor a webinar on March 17 to provide you with more detailed information on the initiative and to answer any questions you may have. The webinar will take place from 2 to 3 pm (Eastern Time). To join go to http://connectpro94924579.acrobat.com/r14598678/. The call-in number is 1-866-894-2320, participant code 8374792#. The website for the coalition is www.hmhb.org.

Text4Baby offers a unique opportunity to use the power of mobile health technology to provide underserved, hard to reach, and higher risk populations with critical health information. Please go to the following link to read a one-page fact sheet that provides more details about Text4Baby, which was officially launched last month.

http://www.acf.hhs.gov/programs/ocs/afi/Text4baby_Summary.pdf